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Magazine front covers: dropdown covers

This is one of several pages on Magforum.com about magazine front covers. Here, very rare **dropdown covers** are examined, with examples of multi-dropdown covers from *FHM* and *Time Out* in 2004.

FHM double dropdown cover (2004)

The result of 2003's High Street Honeys competition was the excuse for *FHM* to spend a lot of money, and waste a lot of paper.

What it claimed was the first UK 'double drop-down' cover, featured High Street Honey winner Kayleigh Pearson. The cover fell out into a 90cm-long poster that was three times the length of *FHM*'s usual cover. If you look at the bottom of the cover on the right, you can see the way the cover is cut away slightly.

Below right shows the Sony-Ericsson T610 camera phone advert behind the cover opposite the contents page. If you image the cover as sheet with an area of six usual covers, a third of the sheet has been cut away.

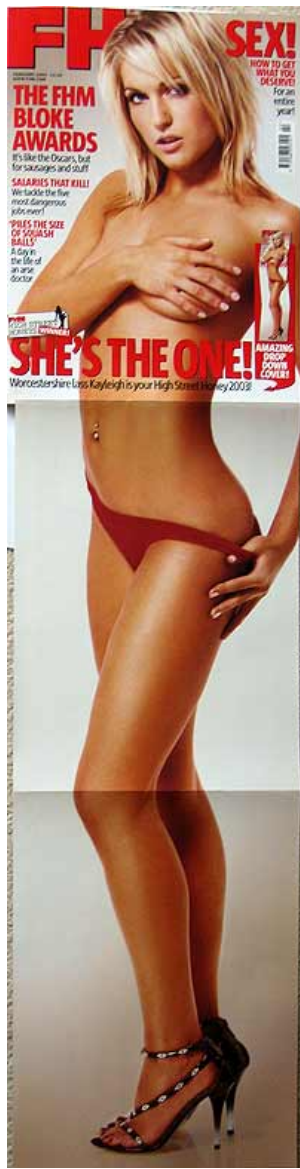


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Time-Out: double dropdown cover (2004)

The 2004 London Film Festival prompted *Time Out* to run this dropdown cover. Unlike the *FHM* example, with its editorial dropdown, this was totally advertising led. Five of the six cover sheets promoted a film released at the festival.





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-James Brown, founder of Loaded Magazine and godfather of Lads' Mags.


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